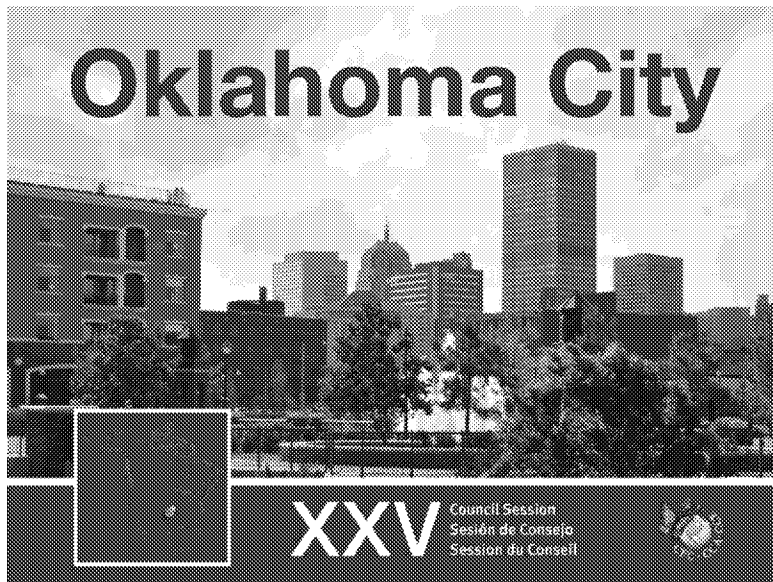


## **Proposed Communications Plan for 2018 Commission for Environmental Cooperation JPAC and Council Sessions, June 26-27, 2018**



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ANNEX 1: Details of CEC Exhibition

## 1. Introduction

The 2018 CEC JPAC and Council Sessions in Oklahoma City represent an important opportunity to showcase the value of trilateral environmental cooperation to core stakeholder audiences as well as the general public. Historically, on that occasion, CEC official communications channels (website, social media, etc.) record some of the highest levels of exposure and engagement seen all year.

CEC communications and outreach efforts will focus on highlighting the cutting-edge trilateral work currently underway, particularly as it relates to the Council Session theme of ***Innovation and Partnerships for Green Growth***. The JPAC Session held prior to the Council Public Session also represents an excellent opportunity to engage with the public online and in-person to obtain feedback on the CEC's trilateral work, and will capitalize on target audiences present in the Oklahoma region while complimenting the Council Session theme.

## 2. 2018 CEC Council Session Theme

This year's theme will be ***Innovation and Partnerships for Green Growth***. Green growth, innovation, and partnerships encompass concepts that advance economic growth simultaneously with environmental, ecosystems, and health protection. This year's theme will be recognized in several ways:

- CEC Exhibition on site will be planned around this theme, with a special focus put on the CEC's green growth portfolio of projects and the Youth Innovation Challenge winners. See full exhibition details in **Annex 1**.
- The CEC Council Session also marks the conclusion of the second edition of the CEC Youth Innovation Challenge. The three winning candidates will be on site throughout the Council Session and will present their ideas to the three ministers during the public session.



- The CEC Council Public Session on June 27 will feature a round table discussion with the ministers and experts on **Innovation and Partnerships for Green Growth**. The public session will also feature presentations from the Youth Innovation Challenge winners. The session will be open to the public and broadcast on the CEC website in all three official languages. The afternoon public session will also include a three to four minute video highlighting the new work the CEC has begun undertaking in 2017-2018, and in particular work related to green growth (description under section 5).
- The Council program also includes substantive innovation and partnership events for Ministers and delegations at the National Weather Center and the Tom Love Innovation Hub at the University of Oklahoma. Both will highlight innovation, partnerships, technology, and private sector engagement.

### **3. Objectives and Target Audiences**

Communications and outreach activities will seek to meet the following objectives:

- Steady momentum on social media surrounding the event, culminating in strong social media and online engagement throughout the two days
- Approximately 50-75 in person participants (general public not including delegations)
- 500 online views of webcast broadcasts
- 10-15 stories published in local and national media outlets

Target audiences include:

- Environmental NGOs, government agencies, private sector representatives, academic institutions, journalists, tribal communities and the general public in the Oklahoma City and surrounding area (e.g. Texas, Kansas)
- Key North American audiences with interest in international environmental efforts and/or Council Session and JPAC Session theme
- Consular networks of Canada, Mexico and the United States
- 7,000 subscribers to CEC information
- Mexican, Canadian and US environmental journalists

### **4. Pre-event outreach activities**

All pre-event outreach activities will focus on the main opportunities for the wider public (both in person and online) to engage with the CEC JPAC and Council Sessions:

- The CEC Youth Innovation Challenge (open until April 3)

- Live webcast and Facebook Live broadcast from Joint Public Advisory Committee meeting on June 26
- Live webcast discussion with the ministers on the afternoon of June 27
- CEC exhibition on site

### **Trilateral calls**

A trilateral call will be held in April with communications counterparts at the three agencies to coordinate communications plan deployment with key stakeholders at Environment and Climate Change Canada, the EPA and SEMARNAT. These calls will continue on a bi-weekly basis leading up to the Council Session.

### **Launch invitation, open registration and media blitz in Oklahoma region**

The CEC will work collaboratively with the Parties to launch the official invitation and open registration on May 4.

With limited financial assistance for public participation available, a substantial effort will be put on attracting local participation. Calls will be set up with key stakeholders in the Oklahoma region that are already engaged with CEC and/or the event (e.g. University of Oklahoma, the National Weather Center, the Oklahoma City Convention Center) who can provide insight into local networks we should be tapping into.

Personally addressed invitations signed by CEC Executive Director César Rafael Chávez will be sent to a targeted stakeholder list of NGOs, academics, private sector and institutional stakeholders in the Oklahoma area. In addition, targeted invitations will be sent to an international list of high level contacts from embassies, intergovernmental institutions and major environmental institutions in the three countries.

It would be ideal to coordinate with Administrator Pruitt's media relations team to do a series of media interviews on the invitation launch date (currently slated for Tuesday, May 1) with media outlets in the Oklahoma City area encouraging the public to register and attend the 2018 CEC Council Session and highlighting the opportunities for the public to engage outlined above.

### **Social media campaign & package**

A proactive social media campaign will be sustained leading up to the JPAC and Council Sessions, highlighting Youth Innovation Challenge outcomes and the opportunity to engage via social media during the June 26 JPAC session and the June 27 Council Public Session.

A social media package will be developed that includes graphic shareable materials as well as a Twitter and Facebook content calendar. The package will be hosted on a Trello board to

provide easy access to the Parties and any other partners who would like to share and spread the news.

### **Ministerial statement**

A draft ministerial statement will be prepared by the Parties in May and will be circulated for review. The statement can then be adjusted and tweaked on site as necessary in coordination with the CEC's publications team.

### **5. On-site outreach activities**

North Americans will be able to connect with the 2018 CEC Council Session in real time via consistent dissemination of photo and graphic materials on the Facebook and Twitter accounts of the CEC, the Parties and JPAC members.

### **Photography**

A local photographer will be hired to capture all proceedings, including:

- The JPAC public session on June 26
- The opening ceremony at the Oklahoma City Convention Center on June 26
- The visit to the National Weather Center and University of Oklahoma Tom Love Innovation Hub on the morning of June 27
- The CEC Council Public Session in the afternoon of June 27

Photos will be quickly uploaded to a Dropbox folder for easy access.

### **JPAC and Council session webcasts**

The JPAC Session on June 26 will be broadcast live on the CEC's website and on Facebook Live in English, French and Spanish. The public session on June 27 will be broadcast on the CEC website only (or Facebook Live as well, to be confirmed). Promotional materials on social media leading up to the event will highlight the opportunity to engage and send advance questions to the Council (to be confirmed) by sending them via Twitter, Facebook or by email.

### **CEC Exhibition at the Oklahoma City Convention Center**

The 2018 CEC Council Session Exhibit will be aligned with the Council Session theme of **Innovation and Partnerships for Green Growth**.

The CEC will feature its body of work on green growth initiatives. This year, the exhibit will be scaled back and feature existing booths that have been built for previous sessions and a select number of exhibitors will be funded to participate.

In addition, the CEC will invite local exhibitors with a linkage to CEC work (e.g. local tribe that has created a business selling milkweed to protect monarch migration)). Local exhibitors will also include the National Weather Center and Tom Love Innovation Hub trucks/equipment. Since the exhibit space is so large this year (see below), we could also consider opening up the exhibit more broadly and invite local sustainability innovators – this could help drive local engagement and participation. For more information, see **Annex 1**.



### **Featuring CEC work at the National Weather Center**

Given that one of the objectives of this visit is to identify opportunities for future US-Canada-Mexico collaboration, the CEC will present some of its past trilateral work related to weather and atmospheric events. The presentation will consist of a continuous slide show playing on the National Weather Center's main screen in the atrium (see image below).

The presentation will begin with an intro slide explaining the interconnectedness of North America's terrestrial and marine ecosystems and how atmospheric and weather events have transboundary implications, and then feature a series of past CEC work linked to this theme:

- Monitoring extreme heat events (temperature maps)
- Reducing emissions from marine vessels (maps showing emissions impacts)

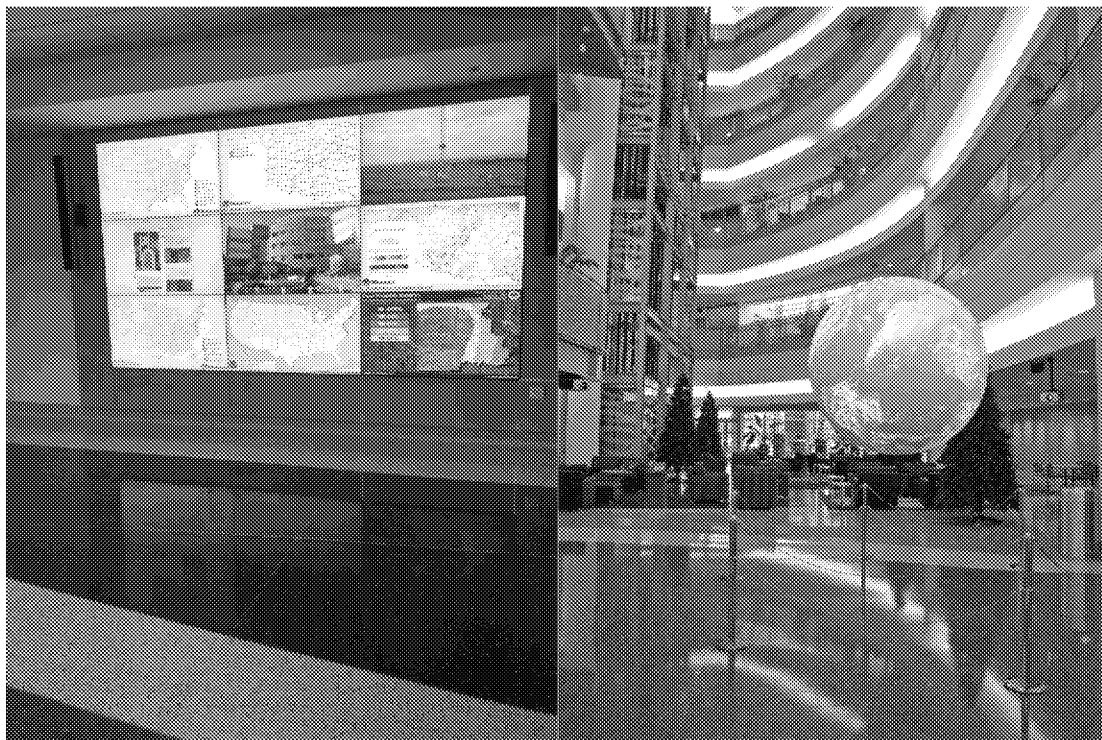
-North American AirNow International Project

-North American Power Plant Air Emissions (2005-2010 Power Plant air emissions animation)

-North American Land Change Monitoring System (land cover change maps for 2005-2010)

-The North American Environmental Atlas (potential layers to feature include Seasonal Land Cover Change, Marine and Terrestrial Ecoregions)

-The North American Pollutant Release and Transfer Initiative (perhaps feature Google Earth PRTR facility map layer and/or new online PRTR mapping query tool if ready)



### **Short video highlighting latest CEC projects over the last year**

The Council Session represents a great opportunity to showcase the cutting-edge work that is underway in support of the 2017-2018 Operational Plan, with an emphasis on highlighting the value of trilateral cooperation. This video will also be disseminated via social media and on the CEC website.

## Ministerial statement and media relations

Local and international media will receive all press materials planned for the CEC JPAC and Council Sessions, including:

- Press release announcing opening of registration (May 4)
- Invitation to join webcast broadcast (Early June)
- Reminder to register (mid-June)
- Ministerial statement (June 27)

The CEC will coordinate with communications counterparts at the three agencies to confirm any media availability the Ministers may be planning on providing onsite, or whether a press conference is envisioned.

## 6. Timeline

<b>Deliverable</b>	<b>Target Date</b>
CEC Youth Innovation Challenge closes	Tuesday, April 3
First trilateral call on JPAC and Council Session communications plan	Monday, April 30
Launch Council Invitation and conduct media relations campaign	Friday, May 4
Distribute personal invitations to regional and international contacts	Week of May 7
Social media plan and package circulated to Parties	Early May
Webcast promotion begins	Week of June 4
Reminder to Register disseminated	Week of June 18
Draft Ministerial Statement prepared for first translation	Tuesday, June 19 (latest)
2018 CEC JPAC and Council Session Council Exhibition JPAC & Council live broadcasts #Oklahoma2018 social media campaign Release of ministerial statement	Tuesday, June 26 to Wednesday, June 27



## Annex 1

### 2018 CEC Council Session Exhibit Planning

11 April 2018

#### 1. CONTEXT

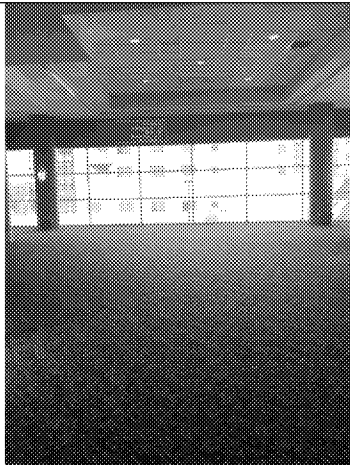
- The 2018 Council Session will take place at Oklahoma City's Downtown Convention Center from Tuesday, June 26 to Wednesday, June 27
- The CEC Council Session theme is "Innovations and Partnerships for Green Growth"

#### 2. CONCEPT


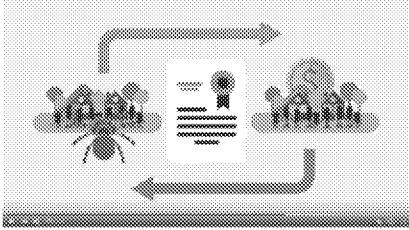
- The 2018 Council Session Exhibit will feature the CEC's green growth work prominently, and will also put an emphasis on highlighting local green growth efforts underway in and around Oklahoma City that have a clear linkage to CEC work.
- Due to budgetary constraints, a focus will be made on using existing CEC materials from past events and exhibitions and not every booth will be staffed

#### 3. SPACE

The exhibit will be set up in the open areas outside the main room where the 2018 Council Session will take place:



#### 4. Individual booths

<b>Increasing Industrial Energy Efficiency through ISO50001</b>	 <ul style="list-style-type: none"> <li>• ISO50001 promotional video featuring interviews with key project stakeholders in government and private sector</li> <li>• Pull up, hand outs</li> </ul>
<b>Supporting Sustainable Trade of CITES species</b>	 <ul style="list-style-type: none"> <li>• CITES project explainer video</li> <li>• Copies of North American Action Plans for each species</li> <li>• Pull up</li> </ul>
<b>Finding Community Solutions to Marine Litter</b>	<ul style="list-style-type: none"> <li>• New project – new materials to be developed</li> </ul>
<b>Reducing Pollution from Marine Transport</b>	<ul style="list-style-type: none"> <li>• New project – new materials to be developed</li> <li>• Potentially a map of North America with emissions impacts from NOx, SOx to AQ and sulfur deposition on coastal and inland areas and showcasing the projected improvements</li> </ul>
<b>Partnerships and Innovation to improve and restore North American ecosystems</b>	<ul style="list-style-type: none"> <li>• Feature the CEC's ecosystem work via regional efforts underway, particularly monarch conservation and grasslands conservation</li> <li>• Invite Jane Breckinridge; Director, The Euchee Butterfly Farm in Leonard, Oklahoma to display info about tribal business selling milkweed</li> <li>• Invite ranchers from nearby Kansas who participated in the CEC's grasslands work to share innovative best management practices on their ranch (relevant to the region – three grassland priority conservation areas located in Oklahoma)</li> </ul>

	<ul style="list-style-type: none"> <li>Materials will include pull ups, posters, grasslands assessment and “10 things you can do to conserve Monarchs” video</li> </ul>
<b>The 2018 CEC Youth Innovation Challenge</b>	<ul style="list-style-type: none"> <li>Pull up</li> <li>Posters featuring each winning project</li> </ul>
<b>Tracking Pollutant Release and Transfers in North America</b>	<ul style="list-style-type: none"> <li>Pull up</li> <li>iPad with recent interactive infographic featuring data from latest Taking Stock Report</li> <li>Copies of the latest Taking Stock report</li> <li>Consider inviting CEC stakeholders or facilities in Oklahoma subject to PRTR reporting who are employing tools to improve their environmental performance and competitiveness as it relates to pollutant reporting, chemical management and environmental health and safety</li> </ul>
<b>Measuring and Mitigating Food Loss and Waste</b>	<ul style="list-style-type: none"> <li>Pull up</li> <li>iPad featuring interactive infographic featuring data from foundational report on Food Loss and Waste in North America</li> <li>Copies of foundational reports, case studies, white papers on Food Loss and Waste in North America</li> </ul>
<b>North American Partnership for Environmental Community Action</b>	<ul style="list-style-type: none"> <li>Invite grant recipients from two grantees in the region:  <u><b>From Louisville, Kentucky - People for Pollinators</b></u> - An urban garden initiative for the conservation of pollinator insects and native, sustainable environments:  <u><b>From Tampa, Florida - Bay Grasses in classes</b></u> </li> <li>Create pull ups for each and perhaps feature <u>North American map of NAPECA grants</u> on a TV screen</li> </ul>
<b>Submissions on Enforcement Matters</b>	<ul style="list-style-type: none"> <li>Pull up</li> <li>Guidelines, Brochures</li> <li>SEM video</li> </ul>
<b>General Publications Table</b>	<ul style="list-style-type: none"> <li>Large publications table this year featuring current and past publications</li> <li>Virtual Library Pull up</li> </ul>
<b>National Weather Center Information booth</b>	<ul style="list-style-type: none"> <li>NWC to provide materials, including booth and truck with radars</li> </ul>
<b>Oklahoma University Innovation Hub</b>	<ul style="list-style-type: none"> <li>OU to provide materials, including a trailer with 3-D printers, etc.</li> </ul>